

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.19

1949

LIBRARY
RECEIVED
★ FEB 14 1948 ★
U. S. Department of Agriculture

HOW TO GROW AFRICAN VIOLETS

America's Favorite House Plant



By

Walter W. McEver

Saint Paulias Specialist

GAINESVILLE, GEORGIA

POEMS

The African Violet

Saint Paulia is my fancy name,
 I'd like to live with you.
 Because you'll grow to love me
 You may start with one or two.
 I am a bit particular
 About my daily care,
 But if you give it properly
 A lovely smile I'll wear.
 I do my drinking with my feet,
 Warm water suits me better.
 Just set my pot into a pan
 And then go write your letter.
 When the soil is moist on top
 Then you may set me out.
 For when I'm given just enough
 I seldom ever pout.
 The size of my pot doesn't matter,
 As long as I've plenty to eat.
 So please don't forget that for beauty
 Upon well balanced food I must feast.
 Water with sunlight on my leaves
 Affects me very badly
 It turns my lovely green coat brown
 And makes me look quite sadly.
 When I am quite well matured
 And you want some violet babies,
 Just cut a leaf and put it down
 You'll get half a dozen maybe.
 With proper food and correct care
 I'll be loveliest for you.
 Give me strong light, not too much sun
 And my blossoms won't be few.

—Thelma M. Cochran

God's Power

God lives among the flowers,
 He loves them every one,
 Especially the African Violet
 Displaying its beauty in the sun.
 God breathes in the beautiful green foliage,
 He smiles in every flower,
 What lies in every seed pod
 But God's bright radiant power?
 When you are ill or frightened,
 Heavy hearted and full of fears,
 Sit down and bless your violets,
 Their beauty will dry your tears,

—Mary Margaret Odom

About fifty years ago Baron Walter von Saint Paul discovered America's favorite house plant of today growing wild on his vanilla and India-rubber tree plantation in East Africa. The original varieties were apparently lost, but he was evidently pleased with the new plants and sent seeds to his friends in Europe. When these plants flowered they were exhibited at an International Horticultural exhibit at Ghent in 1893.

It is from Baron Walter von Saint Paul that the *Saintpaulia* gets its proper botanical name. But its many admirers who grow it today call it African Violet.

The foliage of the many different varieties varies almost as much as the blossoms making it a favorite with flower lovers everywhere.

So successful was the African Violet show held at Atlanta, Georgia in November, 1946 that a National Society was organized.

African Violets like a warm, well ventilated room, free from drafts with plenty of humidity and light. A temperature of from sixty-eight to seventy-two degrees seems to satisfy them perfectly. A very successful method is to keep the plants sitting in trays or pans of moist sand. This gives them the humid air they need without special effort on the part of the grower. They do not require so frequent watering if this method is used as the moist sand keeps the soil in the pots moist days longer.

While north and east windows seem best for growing violets, lovely plants may be grown in either of the four exposures. They thrive in strong light, but must be protected from the hot rays of the sun by a thin curtain or even a shade in extremely hot weather.

Water only when the top soil around the plant seems dry to the touch. One of the most satisfactory methods of watering is to set the pots into a pan of warm water and let remain until the ground around the plant is moist. To let them remain in the water over long periods may result in crown rot. Warm water should always be used in watering, especially during the winter months as cold water shocks the plant to such an extent that it may throw it out of bloom.

To improve their general appearance violets may be given a shower bath using warm water as nearly room temperature as possible. A clothes sprinkler distributes the water evenly and lightly and does not harm the plant. Then too the leaves may be brushed with a soft brush to remove dust that collects.

Old flower stems should always be removed from the plants as soon as through blooming.

If you wish specimen plants. Plant one crown to the pot and turn often to keep them symmetrical.

African Violets may be propagated by leaf cuttings, divisions and seeds. To propagate by leaf cuttings cut the stem of the vigorous, young leaf slanting. Sterilize both water and container into which leaves are to be put. Then to each quart of cooled water add one-eighth teaspoon Hyponex. After containers are filled with the solution add a bit of charcoal to each bottle, put in the leaves and set away not in the direct sun, but in a strong light. Change the water solution often. In a few weeks, usually in two or three weeks tiny roots appear.

If a strong root system is desired the rooted leaves may be placed in an aquarium or any glass container in one part Zonolite, one part peat moss and one part sand, moistened with water, to which some good plant food has been added. Cover with glass. Usually they develop a good root system in from four to eight weeks. They may either be left in the Zonolite mixture to grow the tiny plants or very carefully lifted out and placed in containers of soil.

If transplanted to soil note that considerable of the Zonolite mixture adheres to the hair roots. This is an advantage as it helps the plant and reduces the shock of transplanting. Surprising how soon the tiny mouse ears appear.

Care should be taken to see that the tiny plants are not planted too deeply into the soil as the crown should be free of soil.

When transplanting tiny plants and there is more than one to a leaf, cut the plants away from the leaf, then pull the tiny plants apart and set one plant to each pot. The leaf may then be put back into whatever mixture is being used to grow more plants.

Large plants with a number of crowns may be divided and made into a number of smaller plants. To do this remove the plant from the pots and allow surplus soil to fall away from the plant. Separate the roots by pulling them apart very carefully. Each crown will make a plant.

Growing African Violets from seed is of course practiced only by our more experienced growers. Carefully controlled artificial pollination is accomplished by transferring the pollen of one known parent plant to the pistil of another known parent. Saintpaulia seed is very small and must be handled with great care.

With proper day by day care insects and diseases will be rare. The most common insect pests seem to be the mealy bug, cyclamen mite and the black fly.

Mealy bugs may be picked from the plant with any long sharp instrument, or alcohol may be applied to the bugs by touching each one with a cotton wrapped instrument saturated with alcohol. Volck seems to be very effective used as a spray. Be sure to keep plants out of the sun until perfectly dry.

Napthalene flakes placed around the plants will help control the black fly.

Perhaps the most destructive is the cyclamen mite. Hot water bath, DDT spray and Sodium Selenate are all recommended. However, Sodium Selenate is very poisonous and must be handled with great precaution.

Can't you just see Blue Boy strutting around in his little blue overalls, hands in pocket, master over all. Then there is the charming Blue Girl with her creamy throat and pretty scalloped pinafore. They make a very attractive pair.

White lady might be called Purity. She is the lovely bride of my collection leading the way for all of the lovely pink, blues, orchids and so called reds. It is with great interest and enthusiasm that we visualize the future of the African Violet.

It has become a hobby with many of us and if you have success with your first plant—you will want more and then you have many interesting years ahead of you as new varieties are springing up continually and the array of colors we have now are just beautiful.

Hybridizers say in time we may have a scarlet bloom but no yellow. However, do not give up hope—some Horticulturist will solve that problem and then—a window-white, blush, yellow, pink, rose, Alice Blue, dark blue, orchid and all the range of purples, until red is reached, will surely be the fulfillment of the Violet Fancier's dream.

These questions are among the first inquiries. (1) What window exposure? (2) How and when shall I water my plant? (3) Temperature? (4) When to transplant and how raise new plants? (5) Soil? (6) What kind of Container? (7) Shall I turn the plant in the window?

History tells us that the *Saintpaulia Ionantha* is a tropical, African wild flower, that grows in the shade, in soil containing considerable vegetable matter. It also grows in the crevices of lime stone and granite rocks. That teaches us four important facts. That the little tropical wild flower that we love so dearly needs warmth, shade, rich porous soil and moisture. It also proves that this is a hardy and easily raised plant, and the very best indoor bloomer we have up to the present time, when we stop to think of the change it must pass through from tropical wild life to the homes of the indoor gardeners in the temperate zone.

(1) Window location is the most important point to learn. All the care you give your violet will be of no avail if the location is wrong and that location you must discover for yourself in your home. Many a plant has been purchased to adorn the living room, dining room or dinette and winds up in the kitchen, pantry or bedroom window. The window you use, should be free from a direct draft, light, warm and no hot sun. A good north window is ideal if it meets the other two requirements. If you are obliged to use an eastern, southern or western window, keep the blinds down until sun has passed or else there should be protecting shrubbery or trees to shade the window. If your plant does not thrive in one window try another. Lucky indeed is the new violet owner if her plant thrives in the window she purchased it for.

(2) Watering—Immerse the container having a drainage hole in the bottom in several inches of tepid water. Remove from water as soon as moisture appears on the surface of the soil. Remember, plants that grow in rock crevices are never water-logged. The porous soil soaks up the water rapidly in a well planted violet.

Use the finger tip method to learn when the plant is thirsty. Press finger tip into soil about one half inch at edge of pot. If you feel no moisture—water. Always rough earth again as it should be loose on top of the pot. Weather conditions contribute largely in drying out soil. A plant in a 3" glazed container will remain moist enough for about a week.

(3) As a violet likes warmer—72 degrees is a good temperature in average weather. If it is below 65 degrees at night, move plant away from the window and cover lightly with a newspaper.

(4) Transplant when the plant looks very tired, pot bound, and refuses to bloom. A 3" glazed container usually holds out for one year. Of course larger ones last longer.

To raise more plants, if there are rooted shoots when you transplant. Plant them in smaller pots, however, we prefer just one head in a container, it makes a more symmetrical plant and you want blooms not small plants. Rub the small shoots off as they appear with a sharp pointed stick; and raise your new plants by cutting off the healthy old leaves at bottom of plant with a stem $1\frac{1}{2}$ " long. Place it in a small bottle of water for about three weeks. When well rooted, plant in same soil as parent. Three leaves to a 3" pot and do not disturb until the smallest plant in container has four leaves. In my home it takes five to six months to raise small plants from leaves. You may have better conditions and can raise them more rapidly.

(5) Soil is very important. Different growers use different proportions of sand, peat-moss, and different fertilizers, but one fact remains—the soil must be rich and porous. Some use compost, some leaf mold, and some river mud. Each should be treated a little differently and we have learned some soils do better in one home and another mixture in another home. If you use compost, use about 3 cups of compost to 2-3 cups sand, and 1 tsp. bonemeal, no peat moss. If leaf mold, the same proportion of sand and bonemeal. (They neither need any peat moss as they contain enough humus.) If river muck is used, add 1 cup of peat moss to above receipt or mixture. If no bonemeal is used, plant must be fed as the violets like all continuous bloomers are heavy feeders. Some growers use liquid manure, some feed with 1tsp. of a commercial fertilizer to three quarts of water. Some use tablets as directed. All should be used by bottom watering. Pouring water on surface rots the crown of the plant in time and you are more sure of water reaching every part of soil in container when it is soaked up from the bottom. Those above fertilizers are used about once a month on a blooming plant.

(6) The nearest to rock crevices the violet planter can get in a container is a heavy glazed one. They keep the small feeder roots moist longer than a clay pot and prevent over-watering for the beginner. Over-watering sours the soil and the soured plant attracts the dreaded mealy bug. A 4" by 3" deep mixing bowl with a hole drilled in the bottom makes an ideal container for most varieties.

(7) Yes—turn your violet. At best it gets only a one sided light and as both or all sides need equal light, turning it occasionally is the best you can do in a window.

No two successful African Violet hobbyists use the same soil or fertilizer; yet, this versatile little plant must like the method used or it just refuses to thrive. The heat and moisture in your home, window location and accessibility to the different soils will determine your own method and experience will have to be your best teacher. These hints I have given you are just a few guide posts. If they have helped you along what is an uncharted path I will feel well repaid for my efforts.

Sodium Selenate

Sodium Selenate may be used in the following manner to kill all insects which feed on plants: Dissolve $3\frac{1}{2}$ ounces of Sodium Selenate in 1 gallon hot water. Add 4 teaspoonfuls of this solution to 1 gallon of water to water the plants to be treated. Water plants from bottom. Have the plant on the dry side and let the plant stand in the water solution until the top of the soil is moist. Use only once. Care should be taken not to get any solution on the foliage as it will burn. This is very poisonous and should not be used where vegetables or edible plants will be grown for at least one year.

Hot Water Treatment

Some prefer to use the Hot Water Treatment in fighting cyclamen mites. It is as follows: Use a container deep enough so the entire plant may be covered. Adjust the water to 110 degrees Fahrenheit and be sure you have enough water to come up well over the top of the foliage. It is necessary that you use a thermometer for this treatment as too warm water will injure the plant and too cool water will not kill the mites. Submerge plant, pot and all in an upright position and leave in bath only 15 minutes, adding more hot water as needed to keep the temperature at 110 degrees Fahrenheit. Allow the plant to drain in a warm place and keep out of direct sunlight for twenty-four hours.

Oven Sterilization of Soil

Soil may be sterilized in the oven by heating at 200 degrees for 1 hour.

Crown Rot

Crown Rot is caused from too much water, crown down too deep in the soil, or water poured into the top of pot and staying in the heart of the plant. The use of cold water in watering plants also encourages crown rot. Fermate, which is a duPont fungicide, may be used as preventive to combat it. Fermate may be ordered from A. H. Hummert Seed Co., 2746 Chouteau Ave., St. Louis, Mo.

Another treatment for crown rot is to remove the plant from the pot and cut away all the brown rotted roots. The plant is easily rerooted by placing in a glass of water so that only the stem which is to be rooted is in the water. New roots will usually appear in a week or ten days.

NEMATODES are thread-like worms which attack the root system of plants thus causing knots to form on them. In these knots, or enlargements the Nematodes grow to maturity at the expense of the host plant which feeds and shelters them. These worms not only rob the plant of food, but may also poison it to a certain extent by their excretions. To overcome Nematodes sterilize your potting soil.

10,000 READY TO SHIP

REDUCED PRICES

20,000 GROWING

AFRICAN VIOLETS

Prompt Shipment
Plants from 2"-2 1/4"—.75

Admiral—Medium dark blue.
Amethyst—Medium blue.
Blue Bird—Medium light blue.
Blue Bobby—Wine blue.
Blue Boy—Purple blue.
Blue Boy Supreme—Larger Bl.
Blue Girl—Purple blue flrs.
Ionantha Md.—Light blue.
Lavender Lady—Light orchid.
Mary Wac Plum—Pink orchid.
Mentor Boy—Purple flowers.
Neptune—Lav. Plum flowers—plant flat.

GROUP NO. 1
Leaves 4 for \$1.00

75c

Prompt Shipment
Plants from 2 1/2" Pots—.75 Leaves 4 for \$1.00

Orchid Beauty—Flowers orchid, foliage good.
Pink Beauty—Amaranth pink flowers.
Red Bicolor—Top petals red, lower lighter.
Sailor Boy—Light blue flowers, good foliage.
Sapphire—Lav. blue flowers, dark green foliage.
Trilby Plum Pink.
Trilby (Dahl)—Flowers deeper pink.
Viking—Medium dark blue.
White Lady (Patented)—White.

GROUP NO. 2

Plants from 2"-2 1/4" Pots—\$1.00

Leaves 4 for \$1.00

Plants from 2 1/2" Pots—\$1.00

Leaves 4 for \$1.00

Alma's Blue—Blue.
Amethyst Improved.
Amethyst—Pink.
Blue Eyes—Blue.
Blue Velvet—Light blue.
Blushing Lady—White tinted pink.
Commander—Wine purple.
Guam—Light lavender.
Hardee Blue—Med. lt. blue.
Imperial—Blue.
Ionantha Grand—Light blue.

\$1.00

Janie's Blue—Blue.
Lilac Lady—Lilac lavender.
Mentor Sport—Blue.
Norseman Lilac—Purple Blue
Neptune Spoon—foliage flowers same.
Red Head—Wine Red.
Redland—Plum-Wine Red.
Sailor Boy Improved—Blue.
Tinted Lady.
Velvet Beauty.

GROUP NO. 3

Plants 2"-2 1/4" Pots—\$1.25

Leaves 3 for \$1.00

2 1/2" Pots—\$1.25

Leaves 3 for \$1.00

Alice's Blue ~~Gown~~.
Amethyst (West Coast) Pink.
Bluebelle—Blue.
Blue Jane—Lt. blue—grand foliage.
Blue Scoop—Medium light blue.
Blushing Maiden—White tinted pink.
Commando—Giant foliage—blooms.
Curley Special.
Dickson's Purple Grand.
DuPont Blue.
DuPont Lavender Pink.
Marine—Solid light blue.

\$1.25

Mrs. Bowles—Light blue.
Myrtle—Myrtle color.
Norseman Imp.
Pansy Purple Supreme.
Pink Purple—Extra good.
Purple Beauty.
Purple Mist—Grand.
Purple Prince—Wine Purple.
Red Bird—Deep wine red, extra good.
Red Headed Girl—Light wine red.
Ruffles—Medium light purple blue.
Supreme—Deep wine purple.
White King.

SPECIAL GROUP

2 1/4" Pots—\$1.50

Leaves 50c Each

2 1/2" Pots—\$1.50

Leaves 50c Each

Amazon White.
Amazon Blush.
Amazon Girl.
Amazon Blue.
Amazon Pink.
Amazon Red.
Double Duchess.
Double Purple.
Frieda (Red Ionantha)
Blue Butterfly.

\$1.50

Midnight.
Old Lace.
Heavenly blue—Extra good.
Kewensis.
Maiden's Blush—White tinted pink.
Merkles Red.
Ruffled White.
Nosegay.
Pink Star.

We have the above list of African Violets in propagation, but plants of all varieties are not always available. Only ones not checked are available when this list is mailed out.

No order for less than (2) plants accepted. Add 50 cents per order of (6) or less, and \$1.00 for order of more than (6) for packing and mailing. PLANTS SENT SPECIAL DELIVERY, ADD 25c FOR 2 PLANTS, ADD 35c FOR 6 PLANTS.

No Order Shipped for Less Than \$2.00, Plants or Leaves.

NO C. O. D. ORDERS.

Walter W. McEver

-

Gainesville, Georgia

NEW VARIETIES

NEW VARIETIES—Ready in January and February, supply limited to one of each varieties to a customer. Shipped when ready at \$2.50 each post paid. Leaves 50c each. No order shipped for less than two plants or four leaves. Orders shipped in rotation as received.

BROWN DOT
BLUE FLUTE
AZURY GLORY
RED DUPONT
PINK PRINCESS
MOIRE (Moray)
DIETRECH

\$2.50
EACH

NUMBER 32
AMARANTHA
JESSIE
CRINKLES
WATERLILY
FISHER DOUBLE
ORCHID DOUBLE
HY-BRED SEEDLING

READY IN APRIL AND LATER

Double Red
Double White
Double Pink
Orchid Flute
Fischer's Masterpeace
Fischer's Creation
Double Margret
Du Pont Royal Purple
White Tinted Yellow
Varagatec Leaf
Ragged Ann
Ragged Robin
White Girl
Du Pont White

Supply of these will be limited till Fall, See them at the National Show in Cincinnati, Ohio, April 29 — 30, 1949.

We are constantly developing new Violets of our own, but we do not offer them for sale until we have tested them for many months and are certain that they are really different and distinctive.

We try to test all Violets that come to the attention of the public, these that we feel are different we propagate, but we discard many that we do not deem worthy of a new name.

Our Plants are Sodium Selenate treated to give a good strong healthy plant, free of any pest that should grow and bloom for you.

Walter W. McEver
GAINESVILLE, GEORGIA

AMAZONS: "These are really outstanding. They have thick hairy leaves and large flowers. Amazons now are available in Blue, Pink, Blue Girl, and Red, a White Blush.

AZURE GLORY: Has dark shiny green foliage, rather scalloped oval leaf. Medium to dark blue flower.

ALICE BLUE GOWN: Seedling from Ionantha and Blue Girl. It has an unusual leaf, very pointed and sort of serrated and has a white V in it, very dark green leaf, and light blue blossoms.

BLUE BIRD: Large medium blue flowers, two top petals have a tendency to stand up like little wings. Very large tailored rich green leaf, excellent bloomer and grower.

BLUE BOBBY: Large light blue flowers. Medium green foliage.

BLUE BOY IMPROVED: A better strain of Blue Boy but it is not distinct from Blue Boy.

BLUE EYES: A very light soft clear blue flower. Very attractive medium green foliage with reddish cast underneath.

BLUE FLUTE: A new duPont variety. Very soft medium blue and very large flowers which tend to flute at edges. Dark green heavily quilted foliage.

BLUE GIRL SUPREME: An improved strain of Blue Girl.

COMMANDO: Is a Mentor Boy Sport, has giant foliage and flowers, same color as Mentor Boy. The foliage is slicker.

ROSE PURPLE: Handsome dark green foliage. Dark purple blossom has tendency for two top petals to be slightly richer in shade at the tips.

ROYAL PURPLE DUPONT: A new royal purple duPont variety.

ROYAL SUNSET: Deep purple flowers against shiny wax-like two tone leaves—intense sea green and purple.

RUFFLES: Small narrow dark leaves which ruffles around edges. Small, narrow petal flowers, of light blue violet peeps out among and below leaves.

SAPPHIRE: Has distinctly upright growth, medium to small leaves. Flowers are dark blue violet, produced down in the foliage.

SKY BLUE: Flowers very light blue, dark foliage similar to Ionantha.

RED DUPONT: New red duPont variety.

Red Ionantha: Same as Frieda.

REDLAND: Sport of Amethyst has medium green heart shaped leaves, dark orchid flowers.

MIDNIGHT: Seedling of Blue Boy and Ionantha.

MRS. BOLES: Not distinct from Marine, but is better in every way.

MYRTLE: Myrtle blue blossoms, profuse bloomer. Foliage similar to Sailor Boy but more upright method of growth.

NORSFMAN: Darker than Ionantha. Plant has droopy, compact growth.

PURPLE BEAUTY: A sort of Neptune. Has very large, deep purple flowers.

RED BIRD: Blossom deeper wine red than Red Head and is a more open grower with medium light green foliage.

OLD LACE: Foliage similar to intensified Blue Girl, deep scallops, white medallion and band of white around scallops, blossoms similar to Blue Girl.

ORCHID FLUTE: Lovely new duPont variety. Very soft dainty orchid flowers. Large heavy quilted foliage, very reddish cast underneath.

PINK PRINCESS: Seedling of Variegated Pink Beauty and Blue Girl. The foliage is beautiful, deeply cut edges have a tint of cream, axil cream white. Blossom is much larger and deeper pink than Pink Beauty.

PINK STAR: Sport of Pink Beauty. Characterized by slender flower petals, foliage like Pink Beauty, but smaller.

AMARANTHIA: Rich purple blue blossom and large quilted foliage that is beautiful.

CRINKLES: Deep solid violet blue flower. Large glossy, heavily quilted, medium emerald green color leaf, heart-shaped with interesting crinkled edge, reddish undercast.

JESSIE: Very pale lavender, hairy notched deep green foliage, a good bloomer.

PURPLE PRINCE: Very deep rich purple reddish cast. Good bloomer and grower.

Flower Plants

Pot grown, Blooming size plants

AZALEAS, Carol Belle, Pink, Here, White.....	90c each
BEGONIAS, Red, White, and Pink.....	35c each
DOUBLE BEGONIAS, in White, Red and Pink.....	50c each
COLEUS, Bright colors.....	25c each

We have 30 different colors in this plant

FUCHSIAS, Pink, Red, White and Purple.....	35c each
DOUBLE FUCHSIAS, in the above colors.....	50c each
GERANIUMS, Double Red, Pink and White.....	35c each
IMPATIENS SULTANI, Red, Salmon, Pink.....	20c each
LANTANAS, Yellow, White and Pink.....	25c each
PETUNIAS, Double, Pink, Red and White.....	35c each

DAHLIAS — EXHIBITION TYPE

6 Varieties, \$7.75 value, postpaid	\$5.00
Darcy Sainsbury, white75
Flash, brilliant red, white tipped	2.00
Mayor Frank Otis, buff shades	1.25
Mrs. E. J., pink with white center	2.50
Cornelia B. Pinchot, burgundy red75
Sagamore Beauty, pink blend50

BEGINNERS COLLECTION

5 large type Dahlias	\$2.00
All different popular named varieties; Colors white, red, yellow, pink, lavender or purple. A \$3.00 value.	

Double BEGONIA

WESTPORT BEAUTY — small very double flowers of rich rose pink. Constantly in bloom and the flower arrangement and size make them ideal for corsages. Easy to grow and very showy in the home. Strong plants, in bloom.

\$1.00 each 3 for \$2.75

Watermelon BEGONIA

A very pretty house plant. Beautiful leaves in graceful arrangement. Striped like a watermelon, hence the name. We have some very fine plants to ship you and guarantee their safe arrival.

.75 each 3 for \$2.00

GARDENIA Plants

We send you easy to follow instructions and free fertilizer for growing these beautiful fragrant flowers. Glossy foliage, waxy white blossoms of excellent size and delightful perfume. Truly the flower aristocrat. Blooms for many months.

Fine sturdy plants, \$1.25 ea., 3 for \$3.00

Larger plants \$1.50 ea. Postpaid

CAMELLIA JAPONICA

4 one-year plants from pots
White, pink, red
and varigated..... **\$2.95**

CHRYSANTHEMUMS PLANTS

WHITE	Blooming	Price
	date (approx.)	
SMITH'S EARLY WHITE, semi-curved	Oct. 10	25c
QUAKER MAID, formal, incurved	Oct. 15	25c
EARLY QUALITY, formal, incurved	Oct. 15	25c
CHRISTINA, medium-sized, incurved	Oct. 20	25c
WHITE ENCHANTRESS, semi-incurved	Oct. 23	25c
WHITE EAGLE, large, reflex	Oct. 24	25c
YELLOW		
GOLD LODGE, clear yellow, semi-reflex	Oct. 15	25c
CELESTRA, lemon yellow, incurved	Oct. 20	25c
YELLOW EAGLE, large, clear yellow, reflexed	Oct. 24	25c
MRS. H. E. KIDDER, large, formal, incurved	Oct. 25	25c
YELLOW AMBASSADOR, lemon yellow, large inc	Oct. 25	25c
PINK AND LAVENDER		
LUSTRE, lavender, incurved	Oct. 16	25c
JUSTRITE, lavender, incurved	Oct. 18	25c
JOSEPHINE LAWLER, lavender, semi-incurved	Oct. 20	25c
ROSE GLORY, formal, incurved	Oct. 20	25c
MITY NICE, formal, incurved	Oct. 20	25c
BRONZE		
INDIANOLA, light reddish bronze, semi-incurved	Oct. 18	25c
KEYSTONE, light bronze, formal incurved	Oct. 27	25c
HILDA BERGEN, mahogany, formal, incurved	Oct. 22	25c
GLITTERS, orange-bronze, semi-reflex	Oct. 30	25c
RED		
MRS. DAVID ROY, bronze-crimson, incurved	Nov. 20	25c
GARNET KING, deep dark red, reflex, large	Nov. 25	25c
HARVARD, deep crimson, reflex	Nov. 25	25c

Delivery will be made in spring—from the last of March on, and will consist of small “plants”—not “rooted cuttings” that require potting up and growing on some time before they can be set in their permanent location. My plants can be set in their permanent location outside promptly on arrival. They will be shipped bare root wrapped in damp moss and then carefully packed in excelsior.

3002 FANCY LEAF CALADIUMS

Colorful variegated foliage, with green and various color markings. 18 in. plants for pots and window boxes in shady places. Rare and fancy Brazilian varieties, mixed. **Blooming size** Bulbs, 35c each. 3 for 90c. 6 for \$1.65 12 for \$2.95 Postpaid

TUBEROUS ROOTED BEGONIAS

This superb pot or porch box flower is so very easy to grow that every home lover should plant them. Also may be used in summer outdoors in shady, moist, well drained places. **Mixed colors only. Blooming size** bulbs, 45c each. 3 for \$1.25; 12 for \$3.95. Postpaid

Walter W. McEver

P. O. Box 486

GAINESVILLE, GEORGIA

My Hobby and Business

This is our 29th year to grow and ship Flower plants. 28 years ago I planted my first St. Paulias seed, that I got from England, I knew then that some day that they would be a popular House plant, I did all I could in my young days to put this plant before the American public, I staged a One Man Violet Show at the World's Fair in Chicago, Ill., in 1933, but was cooley received.

I have shipped flower plants to over a quarter of a million flower lovers in my life time. I have been connected with the growing of Flowers one way or the other all my life, that has been my hobby and my business. It has been a great pleasure to do that kind of work, and I hope I have brought happiness and comfort to all who have give me their business.

Some 5000 persons have been to see my plants, from ever State in the Union, in the last year. I have enjoyed meeting all these fine people, and their coming has been my best advertising. I want each and everyone to come back, and to those who have not come, to know that you are welcome at any time, day or night.

We do our best to answer each and every letter we receive, but if possible send stamp addressed envelope, that will help out, we receive over 500 letters and cards every day. Now if you don't believe that's some job to handle just try it some day.

Parcel Post Rates has increased and we will have to ask that you provide for that in your order, express shipments are cheaper on 10 or more plants, and they ship much better by express, and if you are located in a City, I would advise that you order by express collect, they come packed straight up, and if the plants are damaged they will pay for them.

We guarantee every plant we ship to be true to Name, and that they reach you in a live condition, if not satisfied with them just return them to us and your money will be refunded or more plants shipped, that's the way we have built up this Nation-Wide Mail Order Plant business. May your life be full of Happiness and Sunshine, I am,

WALTER W. McEVER

RED HEAD: Deep wine red-violet color, round petal flower. Large heart shape leaf of medium green.

DUPONT BLUE: Very large, gallant deep blue violet color. Large fluted thick very round, heavily quilted leaf. An outstanding variety.

DUPONT LAVENDER PINK: Very large deep rosy lavender pink flower Thick large fluted medium green leaf slightly tapered.

McEVER'S
SUREKILL
 SPRAY POWDER

For Cyclamen mite, Thrip, Mealy Bug, and other insects and Disease, of African Violets, and other House Plants.

6% Sodium Selenate
 1% Rotenone



POISON



Contents 2 Ounces

DIRECTIONS TO USE

Simply add 1 teaspoonful to a quart of water and apply to plants once a week as a Spray.

PRICE 75c

WALTER W. McEVER
 Gainesville, Georgia

McEVER'S
SUREBLOOM
 LIQUID
PLANTFOOD
 FOR AFRICAN VIOLETS AND
 HOUSE PLANTS

This is the most advanced scientific formula containing all the necessary plant nutrients in proper form and proportion ready to take up by the plant at once. This formula is the result of years of scientific research in the field of plant nutrition.

Mineral food elements contained: **Nitrogen** derived from Potassium Nitrate, Ammonium Nitrate, Ammonium Sulphate, Urea. **Potassium** derived from Potassium Nitrate, Potassium Sulphate. **Phosphate** derived from Potassium Phosphate. And all the essential supplementary elements in sufficient amounts such as Calcium, Magnesium, Iron, Manganese, Copper, Zinc, Boron.

Contents 6 Ounces

DIRECTIONS TO USE

Simply add 1 teaspoonful to a quart of water and apply to plants once a week as you would water.

PRICE 75c

WALTER W. McEVER
 Gainesville, Georgia

McEVER'S
"SUREGROW SOIL"

Mixture

The ingredients include special types of humuses found only in certain regions in this country, specially prepared soils. Organic and inorganic fertilizers. The composition has been sterilized and is to our knowledge free of all harmful insects and diseases.

Ingredients

Hardwood Leaf Mold, Peetmoss, Hardwood Charcoal, Compost, Plantfood and fertilizers.

For African Violets and other House Plants

35c Per Pound Postpaid

MINIMUM ORDER 3 POUND

Originated By

WALTER W. McEVER
 Gainesville, Georgia

FREE FLOWER BOOK

Write today for free illustrated book—cultural directions, pronouncing index, germination table, 3000 varieties—old and new. Many rare kinds African Violet Seed. Send a postcard today!
Geo. W. Park Seed Co., Greenwood 15, S. C.

AFRICAN VIOLETS

SAINT PAULIAS

REDUCED PRICES



YOU ARE WELCOME To Come and See, the largest and most complete collection of AFRICAN VIOLETS in the South. Open day and night, all day Sunday.

WALTER W. McEVER

Greenhouse and Nurseries are on Thompson Bridge road,
One mile from Public Square.

Ship to Every State — Year Round.

GAINESVILLE,

GEORGIA